

## JULY CLEARANCE SALE



very substantial reductions. The few listed below are among the many offered during this CLEARANCE SALE:

WAS	BEDROOM	NOW
\$188	2-pcs. Walnut, Queen Anne	\$129
410	4 " Mahogany, Colonial	219
700	5 " Ivory, Louis XV	350
LIVING ROOM		
\$287	2-pcs. Tapestry	\$128
325	3 " Case-Valour	123
547	3 " Overstuffed Velvet	325
DINING ROOM		
\$800	10-pcs. solid Mahogany	\$325
550	10 " Walnut, Queen Anne	234
895	10 " Walnut, Chippendale	483

**Lennon & Company**  
17-19 West 37th Street  
near 34th Avenue  
Formerly on 23d St. (Since 1906)



## Maternity

Cool Summer Fashions for the expectant mother that differ in no way from prevailing modes. Conceals the condition. May be worn after figure returns to normal.

Everything for Baby from simplest slip to most elaborate layette—nursery furniture, etc. If unable to call, write Dept. N-1 for Free Style Book.

## Lane Bryant

21-23 West 38th St., N. Y.



**CIRCLER**  
HAS NEITHER HOOKS NOR EYES  
SLIPS OVER HEAD FASTENS AT WAIST  
"Beautifies as it Encircles"  
ALL GOOD STORES—\$1.50 to \$5.00  
Nemo Circler Co. New York

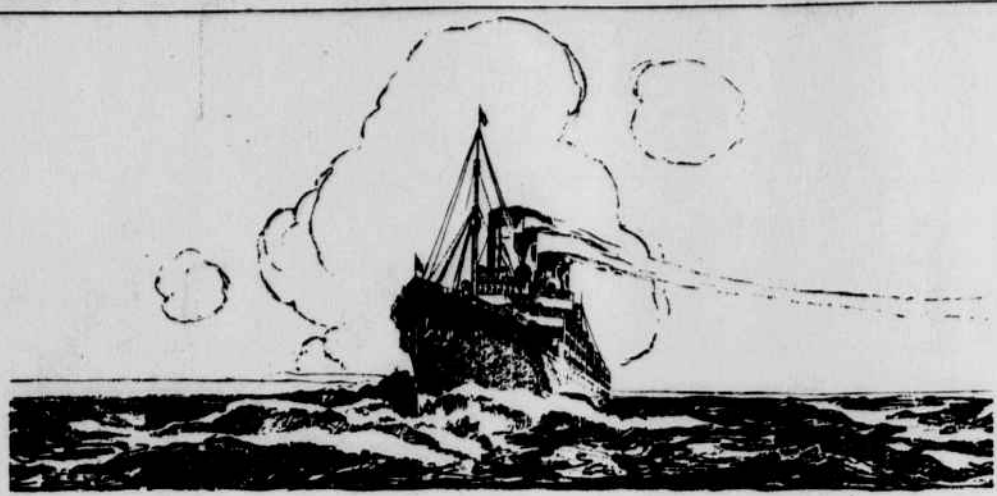


**TRUHY**  
SILKS  
All Colors Washable  
It's true—It's washable  
True Blue  
True Red  
True Green  
True Yellow  
True Purple  
True Pink  
True Brown  
True Black  
True White



**BARY-GONE**  
For Local Flesh Reduction—A harmless, yet sure and satisfying way for reducing flesh locally. If you would reduce your arms, bust, neck, or other parts—simply apply Bary-Gone. It dissolves fat cells at night and you will soon note the marked improvement. Pouch Jar \$5 postpaid. Address Dept. S. P. A. P. Co., 408 Central Park West, N. Y. C.

**Youthful Beauty Restored**  
Look Twenty Years Younger through the Mays Method. Removes freckles, lines, blemishes. Restores youthful contour and facial beauty. Write for booklet "Youth and Beauty." Mays 50 West 49th St. Tel. Bryant 0426, New York City.



## Travel in Comfort Under the American Flag

A NEW and higher standard of passenger service to Europe is offered by the U. S. Mail Line. Several of its liners were built exclusively for this service—others are famous pre-war passenger carriers, entirely refurbished and redecored, so that today they offer the same luxuries and comforts you get at your club or hotel. Special attention is given the cuisine. While proud of its Americanism, the U. S. Mail Line asks the public's patronage on the basis of service. It offers the best in the field, yet at moderate rates.

Before making definite plans for your European trip write or consult U. S. Mail Steamship Co., 45 Broadway, New York

## Sailings

**PLYMOUTH—CHERBOURG—BREMEN**  
America July 23—Aug. 24—Sept. 28  
George Washington July 30—Aug. 27—Sept. 24

**BREMEN—DANZIG**  
Hudson July 13—Aug. 30—Oct. 15  
Princess Matoika July 23—Sept. 7  
Potomac (Ex. Antigone) July 28—Sept. 14—Oct. 20

**PLYMOUTH—BOULOGNE—LONDON**  
Old North Star July 12—Aug. 16—Sept. 20  
Panhandle Star Aug. 2—Sept. 6

**NEW YORK—BOSTON—NAPLES—GENOA**  
Pocahontas Aug. 13—Sept. 24

## U.S. MAIL STEAMSHIP COMPANY



OPERATING STEAMSHIPS OF THE U. S. SHIPPING BOARD



THE DINING ROOM HAS INDIVIDUALITY



LUXURIOUS STATEROOMS IN STATE BOAT



THE WIDE GLASS-ENCLOSED PROMENADE

## VACATION SPECIAL



Fine 15 Jewel movement, heavy Sterling Silver Case. Round or square—radium dial. Khaki or ribbon strap for men or women. Special \$10—formerly sold for \$20. Every watch guaranteed and specially constructed for durability and accuracy. Mail Orders Filled. Money Refunded if Not Satisfactory. Many Specials in Diamonds and Jewels.

**Bennett**  
175 Broadway  
2ND FLOOR  
at Cortlandt St.

## Permanent Wave '16

(Half of head) Or \$1.00 Per Curl By famous C. F. F. Hair and Skin Specialists. Steaming Process. Highly beneficial to the hair. Testimonials for your reference. Care of Prematurely Gray Hair. Martha Hedman, one of the C. F. F. Method enthusiasts.

**CHARLES & RUTH FREY,**  
Hair and Skin Specialists  
11 E. 41st St., at 5th Av.  
Telephone 3344 Murray Hill.

## Reduce Your FAT QUICKLY BY USING Codi Obesity Cream

Used externally, harmless for both men and women. No starving, no dieting, no exercises, no massage, no drugs, spend fifteen minutes daily in your own home and you will be surprised with the results obtained. (Six weeks' treatment), pound jar, \$7.00, sent postpaid—sample 1lb. Made and sold only by Dr. A. Currie, 2803 Ave. G, Brooklyn, N. Y.

## Advertising Rates

## THE NEW YORK HERALD Rotographic Section

## Single Insertion Rates

PER AGATE LINE	\$1.00
HALF PAGE	\$800.00
FULL PAGE	\$1,400.00

## Contract Rates

13 times within 1 year	.90
26 times within 1 year	.85
52 times within 1 year	.80
3,000 lines within 1 year	.90
5,000 lines within 1 year	.85
10,000 lines within 1 year	.80

## MINIMUM SPACE 21 LINES

ALL ADVERTISEMENTS MUST CARRY AN ILLUSTRATION

## Just Like My Hair Was at Sixteen

So soft and even in color—no more gray hairs or faded streaks. Express Hair Color Restorer is made in 10 colors so you can exactly restore the natural color of your hair or change it to any shade—with ONE application. No after washing. Not an experiment—satisfaction proved by 20 years' successful use. At drug and department stores. Send 25 cents for sample. Dept. 21, Empress Mfg. Company, 820 8th Avenue, New York. Sample of Empress Nail Glaze, 10 cents. Enough for 6 months, 15 cents.

**Empress**  
Instantaneous  
HAIR COLOR RESTORER

**Reduce Your Flesh** by wearing Dr. Walter's Reducing Rubber Garments. For Men & Women. Cover entire body or any part. Send for Illustrated Booklet. Dr. Jeanne A.C. Walter, 351 Fifth Av., N. Y. Bust Reducer, Price \$5.00 (Bustling Bldg., 4th fl., Chin Reducer, \$2.50 (10th fl., 3d door 35)

## WHY HAVE GRAY OR FADED HAIR?

**HENNA D'OREAL**  
NEW FRENCH DISCOVERY which is composed of pulverized Henna and Herbs, provides the best coloring in the world. Not affected by previous dye. Will not stain scalp or rub off. All shades, easy to apply. Beware of inferior substitutes. A perfect preparation proven to be absolutely the best. Price, \$1.50. Postpaid, \$1.60. Grand Henna for lightening hair that has grown dark. Price \$2.25. Address Dept. S. B. PAUL, Hair Coloring Specialist, 34 W. 37th St., N. Y. Tel. Fitts 0790.

## REDUCE Easily, Naturally Be Slender!

Three Slices of Basy Bread a day Help reduce your weight in a natural way.

Doctors' Essential Foods Co., Orange, N. J.

Since starting your course of Basy Bread I am delighted to say I have lost 25 pounds. Will you please tell me how to keep from gaining what I have lost?

Mrs. L. N. Brooklyn.

DOCTORS' ESSENTIAL FOODS CO.  
21 Oakwood Ave.  
Orange New Jersey

## SHEPPARD KNAPP SON CO. INC.

39-41 West 23rd Street N.Y.

ESTABLISHED 1862

## SPECIAL For This Week! 4-PIECE BEDROOM SUITE

Queen Anne Period in Walnut or Mahogany Bed, Dressing, Toilet Table, Chiffonade. \$287.50

High Grade Bedding has been one of our specialties for over 60 years.

**Permanent Waves—**First we wash your hair. Then we put in the permanent waves by steam. Work by Monsieur Thomas, of Paris. \$20 all over head. \$1 per curl. Chase & Gray de France used to restore gray hair to beautiful chestnut color. Sent \$1.15 postpaid. Applications \$3 and up.

Francis & West 37th Street

## Ceyser Electric Washer

The Ceyser Washer is the smallest efficient washer made. A geyser of suds is driven thru and thru the clothes. For information telephone Pennsylvania 6712 and 6124. Booklet and easy term payment proposition sent on request. Geyser Electric Washing Machine Co., 1570 Broadway

## OVINGTON'S

The Gift Shop of Fifth Avenue  
Fifth Avenue at 39th Street

442—Crystal pitcher with band of Sterling silver. \$10.00

At Ovington's new home you will find not only crystal ware and china of rare charm, but marvellous mirrors, lamps and shades and the most distinctive suggestions in gifts for whatever the occasion demands.

OVINGTON'S

The Gift Shop of Fifth Avenue  
Fifth Avenue at 39th Street

Prompt Delivery Free, Anywhere in the United States: Phone 6900 Fitz Roy

## Franklin Simon &amp; Co.

Fifth Avenue, 37th and 38th Sts., New York



For Madame and Mademoiselle

## SPORTS BLOUSES and SKIRTS

New Models at New Prices

46—WHITE JACQUARD SILK CRÊPE SKIRT, pleated model. 18.50

50—PLEATED WHITE CRÊPE DE CHINE SKIRT, of superior quality. 12.75

SKIRTS—Waist 24 to 34 in; Length 30 to 40 in. SKIRT SHOP—Fourth Floor.

48—SILK CANTON CRÊPE BLOUSE in white, navy, cornflower blue, black or Pall Mall red. 9.75

52—BLAZER STRIPED SPORTS BLOUSE OF PUSSY WILLOW SILK, rust with ivory, or black with Copen or gold. 12.75

BLOUSES—Sizes 32 to 44. — BLOUSE SHOP—Third Floor.

Prompt Delivery Free, Anywhere in the United States: Phone 6900 Fitz Roy

## HARDMAN, PECK &amp; CO.

announces its

## Standard Player Piano

at a special price—

CONVENIENT TERMS IF DESIRED

**\$595**

Built entirely in our own factories

**HARDMAN, PECK & CO.**

455 FIFTH AVENUE, NEW YORK

47-51 PLATZBURG AVE., BROOKLYN

## FRECKLES

Now is the Time to Get Rid of These Ugly Spots

There's no longer the slightest need of feeling ashamed of your freckles, as Othine—double strength—is guaranteed to remove these homely spots.

Simply get an ounce of Othine—double strength—from any druggist and apply a little of it night and morning and you should soon see that even the worst freckles have begun to disappear, while the lighter ones have vanished entirely. It is seldom that more than an ounce is needed to completely clear the skin and gain a beautiful clear complexion.

Be sure to ask for the double strength Othine as this is sold under guarantee of money back if it fails to remove freckles.

## YOU SHOULD HAVE AND CAN HAVE ATTRACTIVE HAIR

We specialize in the Large Flat Permanent Wave, universally recognized by the discriminating woman as far superior to and more natural than the Marcel Wave.

Modern Service Facilities at our new offices in the AMBASSADOR, combined with our established international reputation, insure the comfort, satisfaction and safety essential to the Art of Permanent Waving.

Rates Reasonable. Appointments by Phone or Letter.

**Alexandre & Emile**

PERMANENT HAIR WAVING—BEAUTY CULTURE

NEW YORK OFFICES

AMBASSADOR HOTEL

PARK AVENUE at FIFTH STREET

PHONE RHINELANDER 9000

HOMESTEAD HOTEL • GREEN BRIER HOTEL • HOTEL ALHAMBRA • MONMOUTH HOTEL

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